

CLAIMS

What is claimed is:

- 5        1. A lighted pole and banner assembly comprising:  
an elongated support;  
a light source disposed proximate to said support; and  
a banner;  
wherein said light source illuminates said banner and at least one portion of said support  
10      along substantially an entire length of said support.
  
2. The lighted pole and banner assembly of claim 1 wherein said support comprises  
at least one translucent portion.
  
- 15      3. The lighted pole and banner assembly of claim 2 wherein said support comprises  
at least one area of varying translucency.
  
4. The lighted pole and banner assembly of claim 1 wherein said support comprises  
at least one area of varying color.
  
- 20      5. The lighted pole and banner assembly of claim 1 wherein said light source is  
disposed substantially within said support.
  
6. The lighted pole and banner assembly of claim 5 wherein said light source  
25      extends substantially a same length as said support.
  
7. The lighted pole and banner assembly of claim 1 wherein said light source is  
disposed substantially on an outside surface of said support.

8. The lighted pole and banner assembly of claim 7 wherein said light source extends substantially at least an entire length of said support.

9. The lighted pole and banner assembly of claim 1 wherein said light source  
5 comprises at least one lighting element.

10. The lighted pole and banner assembly of claim 9 wherein a brightness of said at least one lighting element varies in time.

10 11. The lighted pole and banner assembly of claim 9 wherein said at least one lighting element comprises at least one color.

12. The lighted pole and banner assembly of claim 11 wherein said at least one color varies in time.

15 13. The lighted pole and banner assembly of claim 9 wherein said at least one lighting element comprises at least one element selected from the group consisting of incandescent filament, rope light, fluorescent light, neon gas bulb, filament lamp, spring lamp, tube lamp, light emitting diode, and fiber optic light.

20 14. The lighted pole and banner assembly of claim 1 wherein said illumination element is powered by at least one power source selected from the group consisting of electrical current supplied by a power grid, a transformer, a generator, a battery, a vehicle 12 volt adaptor, a vehicle cigarette lighter, and a solar cell.

25 15. The lighted pole and banner assembly of claim 14 wherein said battery is rechargeable.

16. The lighted pole and banner assembly of claim 15 wherein said battery is recharged from a solar cell.

17. The lighted pole and banner assembly of claim 1 wherein said light source is controlled by an automatic device.

18. The lighted pole and banner assembly of claim 17 wherein said automatic device comprises at least one device selected from the group consisting of a programmable controller, a timer, and a photocell.

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19. The lighted pole and banner assembly of claim 1 wherein said support is mounted to a transportation vehicle.

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20. A method for illuminating a banner comprising the steps of:  
providing an elongated support;  
attaching a banner to the support;  
disposing a light source proximate to the support;  
providing power to the light source; and  
illuminating the banner and at least one portion of the support along substantially the entire length of the support.

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21. The method of claim 20 wherein the step of providing an elongated support comprises providing an elongated support having at least one translucent portion.

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22. The method of claim 21 wherein the disposing step comprises disposing the light source substantially within the support.

23. The method of claim 20 wherein the illuminating step comprises varying a color of illumination.

24. The method of claim 20 wherein the illuminating step comprises varying an intensity of illumination.

5 25. The method of claim 20 wherein the illuminating step further comprises the step of automatically controlling the operation of the light source.